

AUG 30TH

Thru

SEP 2ND

**20
24**



61st ANNUAL ISNA CONVENTION

SPONSORSHIP OPPORTUNITIES

61 YEARS OF COMMUNITY SERVICE

**ISLAMIC SOCIETY OF
NORTH AMERICA**



AKHAN@ISNA.NET
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HILTON ANATOLE-DALLAS, TX



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EL-HIBRI
FOUNDATION



A MESSAGE FOR YOU

Assalamualaikum, Greetings of peace!

This year, the Islamic Society of North America (ISNA) marks 61 years of dedicated service to the American Muslim community. As a prominent umbrella organization, ISNA is pivotal as a convener of Muslims across North America. ISNA's diverse initiatives include the Annual Convention, Regional Conferences, Education Forums, Interfaith programs, Youth programs (Muslim Youth of North America – MYNA), Chaplaincy services, and the award-winning magazine - Islamic Horizons. ISNA actively nurtures the growth and cohesion of the Muslim community.

ISNA is pleased to announce its 61st Annual Convention at the Hilton Anatole Hotel, scheduled to take place in Dallas, Texas, from August 30 - September 2, 2024. The ISNA convention is one of the largest gatherings of Muslims in North America, offering a dynamic program featuring esteemed speakers, dignitaries, community leaders, and other distinguished guests. The Convention will host a bustling bazaar (Trade Show), showcasing over 300 booths and vendors representing businesses and non-profit organizations nationwide.

With over 4 million Muslims in the United States, ranking among the top three religious groups in per capita prosperity and education levels, and wielding billions in spending power, the ISNA Convention presents an unparalleled opportunity for engagement, promotion, and sale of your products and services. Thousands of Convention attendees have significant purchasing influence and comprise key influencers and trendsetters within the community.

We are offering potential sponsors an exclusive invitation to target specific segments of the American Muslim community, whether through inclusive gatherings like the bazaar or tailored events catering to young professionals or families. This brochure outlines a comprehensive array of sponsorship opportunities available at the Annual Convention and other ISNA programs. We are committed to delivering genuine value to our partners and stand ready to customize sponsorship packages tailored to your objectives.

We invite you to join us as a valued partner in our mission.

Best Regards



Basharat Saleem
Executive Director
Islamic Society of North America

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WELCOME TO THE 2024 ANNUAL ISNA CONVENTION

WHAT TO EXPECT

Thousands of attendees are expected at the 61st Annual ISNA Convention at (fill in the blank) in Dallas, TX. Many more will be coming from all over the United States. In the past, we have had attendees who came from 43 U.S. States, Canada and overseas.

ISNA is working with the city of Dallas to provide a safe and exciting experience for the convention attendees. (Fill in the blank) is our headquarter hotel and additional hotels are on standby to meet the expected increase in demand as registrations rise.

PAST DISTINGUISHED GUESTS

- President Joe Biden
- Former President Jimmy Carter
- Senator Dick Durbin
- Congressman Andre Carson (IN)
- Ambassador Rashad Hussain (State Dept.)
- Jen Johnson (Former Secretary of Homeland Security)
- Secretary Miguel Cardona (12th US Secretary of Education)
- Thomas Perez (Former Secretary of Labor)
- Muhammad Ali (Boxer)
- Valerie Jarrett (Senior Advisor to President Obama)
- Yusuf Islam (Cat Steven's)
- Karen Hughes (Former Under Secretary U.S. State Department)
- Congressman Keith Ellison
- Vincent Gray (Former Mayor, Washington D.C.)



From Left to Right: Andre Carson, Rashad Hussain, Miguel Cardona, Jimmy Carter, Dick Durban, Jen Johnson, Thomas Perez, Muhammad Ali, Hamza Yusuf, Yasir Qadhi, Rashida Tlaib, Nabeela Syed

MEDIA & MARKETING PLAN

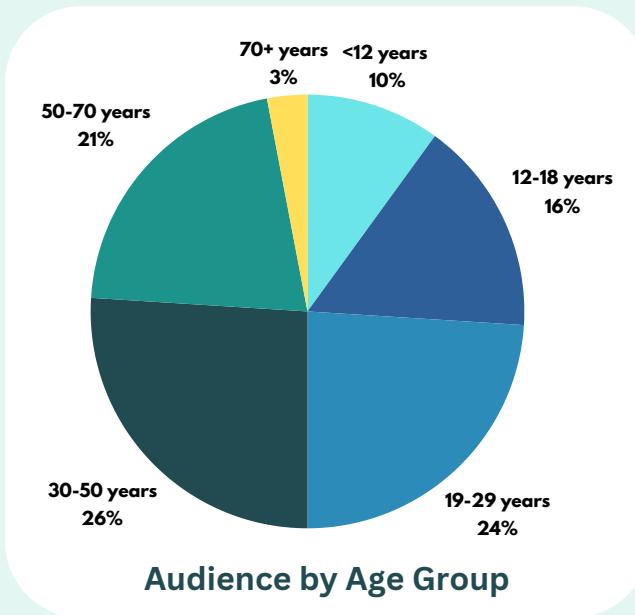
MARKETING CAMPAIGNS



- National & Local Media Networks
- Print Marketing
- Social Media Marketing
- Affiliate Marketing
- Print Publishing Including Horizons Bi-Monthly
- E-Flyers
- Personal Visits
- Radio
- Billboards
- Local On-The-Ground

MARKETING BY THE NUMBERS

- 35,000+ direct mail postcards
- 200,000+ to receive ads through advertisement in newspapers, magazines & emails
- 160k Facebook followers, 40k X followers, 5k Instagram followers and 13k on Youtube
- Posters sent to 2k Islamic Centers nationwide
- ISNA website with average 100k visits per month



CONVENTION AT A GLANCE

The 2024 Convention will showcase Sessions, CSRL Banquet, Bazaar, Entertainment, Art Exhibit, Robotics & more throughout the weekend from August 30th - September 2nd.

Bazaar - Attendees will enjoy over 300 booths with more than 250 vendors in what is widely regarded as the convention's single greatest attraction. ISNA has perfected the bazaar experience with its global reach of vendors, uniquely available products, high volume of attendees, and exceptional client-centered experience.

Convention Program - The “main feature” of ISNA convention is the program. More than 8,000 guests will take part at the Saturday evening session. More than 200 speakers will be addressing topics at the ISNA Convention.

Community Service Recognition Luncheon (CSRL Banquet) - CSRL is an exclusive event where a prestigious group of the nation’s leaders, scholars and government officials join attendees to honor an individual dedicated to community service. More than 700 people from all over the country enjoy this special celebration of Muslim community service.

Entertainment - World renowned musical guests and other artists will take center stage. 8,000-10,000 guests will participate. Past acts include Sami Yusuf, Yusuf Islam (Cat Stevens), Dawud Wharnsby Ali, Native Deen, Maher Zain, Kareem Salama & more.



CONVENTION AT A GLANCE



Art Exhibits

Works from artists all over the country showcasing a variety of talents from calligraphy to intricate paintings.



Basketball Tournament

200 Youth from all over the nation compete in this 2-day tournament. Sponsors can participate in the National Tournament Award Ceremony.



Matrimonial Banquets

These banquets provide an opportunity for single Muslims to come together to seek their prospective spouses.

Interfaith Banquet

This banquet of more than 300 guests provides an opportunity for various religious faith leaders to come together for celebration and networking.

Chaplaincy Conference

ISNA's Chaplaincy services are dedicated to Muslim Chaplains through endorsement, education, training & leadership development.

Other Special events

Include Robotics, film festival, Qira'at competition, history gallery, Mushaira & more!



REASONS TO SPONSOR

- Increase brand recognition in front of thousands of attendees
- Showcase your unique products & expertise
- Attract new customers & establish partnerships with like-minded businesses
- Demonstrate your commitment to serving the Muslim community
- Get a chance to connect with your brothers & sisters from across the country



“Your team did a wonderful job for the convention. Everything was well organized including the convention venue. Our company will attend this convention every year.”
- Convention Sponsor

61st ANNUAL ISNA CONVENTION

SPONSORSHIP & ADVERTISING OPPORTUNITIES

EVERYTHING IS BIGGER IN TEXAS \$25,000

- 2 Prime Booths in the Bazaar Hall
- Over Hanging Banner above your booth. *Banner size should not exceed your booth limits.*
- 1 full-page print advertisement in the convention program book
- 1 hotel room for 3 nights (Friday - Sunday)
- Complimentary registrations for 7 attendees
- Logo on the Annual Convention “registration-counter” panel
- Promoted on ISNA Social Media
- 2 Standup Banners Placed at the Convention. *Provided by the Sponsor.*
- Logo on the Convention App
- Logo on the Convention Page
- Recognition as a sponsor in the Program Book

LONE STAR PACKAGE \$15,000

- 2 Prime Booths in the Bazaar Hall
- 1 full-page print advertisement in the convention program book
- Complimentary registrations for 5 attendees
- Logo on the Annual Convention “registration-counter” panel
- Promoted on ISNA Social Media
- 1 Standup Banner Placed at the Convention. *Provided by the Sponsor.*
- Logo on the Convention App
- Logo on the INSA Convention Page
- Recognition as a sponsor in the Program Book
- *Booth locations will be based on the sponsorship level*

HOWDY PACKAGE \$10,000

- 1 Prime Booths in the Bazaar Hall
- 1 half-page print advertisement in the convention program book
- Complimentary registrations for 3 attendees
- Logo on the Annual Convention “registration-counter” panel
- Promoted on ISNA Social Media
- Logo on the Convention App
- Logo on the INSA Convention Page
- Recognition as a sponsor in the Program Book
- *Booth locations will be based on the sponsorship level*

***Customizable Packages Available**



AUG 30TH
Thru
SEP 2ND
**20
24**

Dallas, TX



ONE WEEKEND! ISNA CONVENTION

**20,000 People!
200 Speakers!**

**Lectures, Workshops, Entertainment, Special Events,
Banquets & More!
A massive Bazaar!**

**Intellectuals, Activists, Community Leaders, Business
elite & other attendees!**

More than \$20 Million local economic impact!

**GET INTRODUCED TO A GROWING MARKET
ADD VALUE TO YOUR BUSINESS**

SEEKING PARTNERSHIP, NOT JUST PARTICIPATION

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317-838-8131